



**METROPOLITAN
TRANSPORTATION
COMMISSION**

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Memorandum

TO: Administration Committee DATE: July 6, 2011
FR: Deputy Executive Director, Policy W.I.: 8515
RE: Funding Agreements: RM2 Marketing Program:
 i. Alameda-Contra Costa Transit District (AC Transit): \$150,000
 ii. Water Emergency Transportation Authority (WETA): \$300,000

On June 22, 2011, the Commission programmed \$877,000 of Regional Measure 2 (RM2) operating funds to be used for the marketing of eligible RM2 projects for FY 2011-12. Staff recommends that this Committee authorize two funding agreements with AC Transit and WETA to promote new and existing transit service.

a. Funding Agreement: AC Transit (\$150,000)

The requested funds will be used to support transbay bus ridership, which has declined approximately 10% over the past two years. The reason for the decline is likely three-fold: a 17% reduction in service hours since early 2010; the move to the Transbay Temporary Terminal; and the lack of significant marketing in recent years. The requested funds will go to the installation of new signage at East Bay stops and direct marketing to retailers and residential developments in the vicinity of the Transbay Temporary Terminal, among other activities. Transbay bus ridership is being evaluated as part of the Transit Sustainability Project (TSP), including an analysis of current transbay performance, future demand along the corridor and service delivery options.

b. Funding Agreement: WETA (\$300,000)

The requested funds will be used to support WETA's efforts to sustain and build ridership on WETA's two existing ferry routes (Alameda/Oakland and Alameda Harbor Bay), a soon-to-be-transitioned route (Vallejo Baylink) and a new route (South San Francisco). The funds will go to advertising, employer outreach, direct mail and an e-mail campaign.

In order to receive the marketing funds, the agencies will each enter into a funding agreement with MTC for the approved amount. All funds must be spent by June 30, 2012.

Recommendation

Staff recommends that this Committee authorize the Executive Director or his designee to negotiate and enter into funding agreements with (i) AC Transit for \$150,000; and (ii) WETA for \$300,000 for the marketing of eligible RM2 projects for fiscal year 2011-12.

Ann Flemer

AF:UV

REQUEST FOR COMMITTEE APPROVAL

Summary of Proposed Funding Agreement

Work Item No.:	8515
Agency:	Alameda-Contra Costa Transit District (AC Transit)
Project Title:	RM2 Marketing Program
Purpose of Project:	Reimbursement for marketing activities for RM2 funded project.
Brief Scope of Work:	Development and execution of marketing for Transbay Bus Service
Project Cost Not to Exceed:	\$150,000
Funding Source:	Regional Measure 2 (RM2) Operating Funds
Fiscal Impact:	Funding in FY 2011-12 Agency budget.
Motion by Committee:	That the Executive Director or his designee is authorized to negotiate and enter into a funding agreement with AC Transit as described herein, and the Chief Financial Officer is directed to set aside funds in the amount of \$150,000 for such agreement.
Administration Committee:	<hr/>
	Dave Cortese, Chair
Approved:	Date: July 13, 2011

REQUEST FOR COMMITTEE APPROVAL

Summary of Proposed Funding Agreement

Work Item No.:	Fund 8515
Agency:	Water Emergency Transportation Authority (WETA)
Project Title:	RM2 Marketing Program:
Purpose of Project:	Reimbursement for marketing activities for RM2 funded project.
Brief Scope of Work:	Development and execution of marketing for regional ferry service.
Project Cost Not to Exceed:	\$300,000
Funding Source:	Regional Measure 2 (RM2) Operating Funds
Fiscal Impact:	Funding in FY 2011-12 Agency budget.
Motion by Committee:	That the Executive Director or his designee is authorized to negotiate and enter into a funding agreement with WETA as described herein, and the Chief Financial Officer is directed to set aside funds in the amount of \$300,000 for such agreement.
Administration Committee:	<hr/>
	Dave Cortese, Chair
Approved:	Date: July 13, 2011